



Cover Sheet for Written Examinations

(Can also be used in the examinations box.)

This sheet should always be submitted.

NB Any loose sheets must always be attached to the examination script

School Linneaus University		
Written examination in sub-component course 1FE170 Marketing, written exam, 6 hp		Examination code 1502
Course / degree programme ISM		
Date 2017-10-23	Time 09.00-13.00	Place CIL
Total number of pages submitted 8 inkl. this one	Examination aids permitted Dictionary provided by the exam supervisor.	
Miscellaneous		
Teacher responsible for examination Peter Caesar	Visited examination hall <input type="checkbox"/> Yes Time <input checked="" type="checkbox"/> No	
Can be reached on the following telephone number		Time

Examination coversheet		
<input type="checkbox"/> Yes, coversheet can be distributed (answers should be written on the loose pieces of paper)		
<input type="checkbox"/> No, coversheet cannot be distributed (answers should be written on the question sheet)		
NB Name and Swedish civic registration number should be written in ink		
Examinee's code		Examinee's number of seat
Programme / course		
No. of credits	Grade	Teacher code

Instructions

Examination scripts can be handed in at the earliest after 50 minutes after the start of the examination (any late examinees are thereby given the opportunity to participate). Examinees should always bring ID with them.

ID shown <input type="checkbox"/> Yes <input type="checkbox"/> No	Examination script submitted at (time)	Signature of invigilator
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Question 1. Marketing terminology (16p)

Define and explain briefly below terms:

a. Need (2p)

b. Want (2p)

c. Demand (2p)

d. Differentiation (2p)

e. Cost leadership (2p)

f. Core product (2p)

g. Tangible (actual) product (2p)

h. Extended (augmented) product (2p)

Question 2. Competition (10p)

- a. Explain the difference between direct and indirect competition. Use a real or imagined example in your answer (6p)
- b. Motivate (explain) why it is important for a marketer to be aware of indirect competition (4p)

Question 3. Segmentation and positioning (16p)

Select and present a product offering of your own choice.

- a. Explain how a market for your product offering could be segmented. Include examples of at least five (5) segmenting variables in your answer. (10p)
- b. Define the terms “target marketing” and “mass marketing”. Explain main differences between those two approaches to marketing from a marketer perspective (6P)

Question 4. PLC (14p)

- a. Illustrate and explain the PLC (product-life-cycle) model. (5p)
- b. Describe briefly the different (main) stages in above PLC model. (4p)
- c. Explain the practical use a marketer could have utilizing this model (use a real or imagined example). (5p)

Question 5. Pricing (16p)

- a. Explain the “cost-based pricing method”. Include advantages and disadvantages of this pricing method. Provide a real or imagined example of a product that could be priced according to this method. (6p)
- b. Explain the “value-based pricing method”. Include advantages and disadvantages of this pricing method. Provide a real or imagined example of a product that could be priced according to this method. (6p)
- c. Provide an example of a tactical pricing decision. Explain in what situation this decision could be relevant. (4p)

Question 6. Communication and branding terms (15p)

Define and explain briefly the following concepts:

- a. Promotion mix: Push-strategy (3p)
- b. Promotion mix: Pull-strategy (3p)
- c. Noise – during the communication process (3p)
- d. Brand identity (3p)
- e. Brand image (3p)

Question 7. Brand Positioning (13p)

a. Marketers need to position their brands clearly in the target customers' minds.

They can position their brands on three levels. Describe and explain these levels and exemplify with real brands/products as examples of the three levels. (9p)

b. Consumers position products with or without the help of marketers.

Explain what the phrase – *without the help of marketers* - means. Utilize a real or imagined example in your answer. (4p)